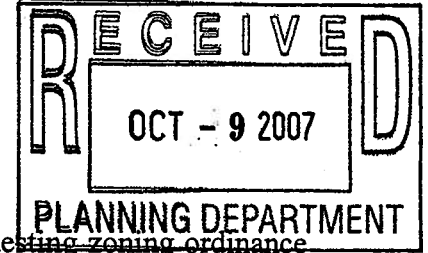


**ZONING ORDINANCE MODIFICATION TO PERMIT A COMPREHENSIVE SIGN
PLAN FOR THE VILLAGE CENTER AT BELMONT GREENE**

**STATEMENT OF JUSTIFICATION
Revised September 24, 2007**



I. INTRODUCTION

Dogwood Management Company LLC is the Applicant requesting zoning ordinance modifications to Section 523 of the 1972 Loudoun County Zoning Ordinance to permit a comprehensive sign plan for The Village Center at Belmont Greene ("Village Center"). The Village Center is the last portion of Belmont Greene to be developed and the proposed signage for the Village Center will be integrated into the design of the new buildings.

II. THE VILLAGE CENTER AT BELMONT GREENE

The Village Center at Belmont Greene is the commercial portion of the traditional town of Belmont Greene. Belmont Greene is a planned residential traditional town or neo-traditional community of approximately 174 acres. The residential portion of Belmont Greene is built out and contains a community center, schools and parks. Belmont Greene is classified in the PDH-3 zoning district under the 1993 Loudoun County Zoning Ordinance and administered as PDH-24 pursuant to the 1972 Loudoun County Zoning Ordinance. The commercial portion of the Village Center is administered under the 1972 Loudoun County Zoning Ordinance PD-IP Zoning District regulations and the retail portion of the Village Center is administered under the 1972 Zoning Ordinance under the PD-SC Zoning District regulations.

Belmont Greene, formerly known as Belmont Forest, designed as a traditional town, was rezoned in 1986 (ZMAP 86-47), followed by ZCPA 1993-0006, that was approved on September 21, 1994 for the location of an elementary school, and most recently ZCPA 2003-0001, that was approved on November 15, 2005, for the relocation of the church site.

The Village Center consists of approximately 38 acres and is currently undeveloped and is generally located on the southeast side of Belmont Ridge Road (Route 659), straddling Portsmouth Boulevard and northwest of Nightwatch Street and proposed Winkel Way.

III. COMPREHENSIVE SIGN PLAN

The proposed Comprehensive Sign Plan will establish guidelines for coordinated and complementary signage in the Village Center. For purposes of the Comprehensive Sign Plan, the Village Center is comprised of five Sub Areas with its own scale and character.

ATTACHMENT 3

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Main Street Winkle Drive: The area of shops, services and offices outlined in the original vision for Belmont Greene. The commercial uses are arranged along Winkle Drive and designed to reflect a neo-traditional neighborhood pedestrian street. Winkle Drive has a retail/mixed use component and a separate signature office component. The following types of signs are proposed: Building mounted and Specialty Signs.

Winkle Drive (Mixed Use): This area includes uses such as small offices, childcare center, services and parking areas. The following signs are proposed within this area: Building mounted and Specialty Signs.

Winkle Drive Office: An Office area that borders Belmont Ridge Road and Winkle Drive. The Office building(s) will contain accessory services, restaurants and other uses that support the office uses. The first floor of the office building(s) are designed to compliment the neo-traditional character of Main Street Winkle Drive. The following signs are proposed: Monument, building mounted and awning signs.

The Market: This area is generally located between Belmont Ridge Road, southwest of Portsmouth Boulevard and along Winkle Drive, it provides for a food market, commercial uses and a parking area. Monuments signs, Building mounted signs and Specialty Signs are proposed in The Market.

Convenience Market: This area is for the location of banks with drive-through windows and restaurants with drive-through windows. It may also include a car care center and a pharmacy with a drive-through window. The uses in this area require more vehicular accessibility for the convenience of the consumer. The Convenience Market is generally located between Belmont Ridge Road and Night Watch Street and east of Portsmouth Boulevard. The signage in this area must be easily read from a vehicle and Monument signs are the only signs proposed with this application. All other signage will be required to comply with Section 523 of the 1972 Loudoun County Zoning Ordinance.

For additional information, please refer to the enclosed Comprehensive Sign Plan.

IV. ZONING ORDINANCE MODIFICATIONS REQUESTS

The Applicant is requesting modifications for a Comprehensive Sign Plan for the Village Center at Belmont Greene. A Comprehensive Sign Plan will provide guidelines for permanent and temporary signage as well as provide for a variety of signs that are compatible with neo-traditional town design. The signs will be integrated into the design of the Village Center. The Applicant is requesting the following modifications to the Loudoun County 1972 Zoning Ordinance:

Section 523.1.4 On trees, fences, public utility pole, etc.: Requesting a modification to allow banners to be attached to private streetlights along Winkle Drive which will not be visible from any highway. The banners are shown on page 21 of the proposed Comprehensive Sign Plan.

Justification: The proposed signage for The Village at Belmont Greene will complement and enhance the neo-traditional design character of the Belmont Greene community. Banners will provide seasonal art, color or greetings, but no advertising will be permitted. The banners must be changed a minimum of three times per year or removed for a minimum time of four months.

Section 523.2.18 c. Business signs: Requesting a modification to allow for the following:

Monument signs: Type A and Type B as shown on pages 4 through 8 of the proposed Comprehensive Sign Plan.

Building mounted signs: Office Buildings with accessory retail and service uses; Retail Anchor, Retail and Services Buildings.

Specialty signs: Blade signs, Window and Sidewalk signs, Awning signs, freestanding signs, Seasonal and Event Banners and Vertical Corner signs.

Justification: The proposed signage for The Village at Belmont Greene will complement and enhance the neo-traditional design character of the Belmont Greene. The Comprehensive Sign Plan will provide guidelines for a unified and coordinated plan that includes, lighting, colors, landscaping and location standards that will compliment the architecture of the buildings and streetscape. A well coordinated sign plan will unify the various types of retail, commercial and office uses within The Village at Belmont Greene.

Section 523.2.19 Temporary signs: Requesting a modification to allow temporary signs (banners) for an event, such as seasonal, grand openings, and other similar events that are not on-going. Additionally, requesting a modification to permit sidewalk signs that are removed from the sidewalk daily. These signs are not to be illuminated.

Justification: The proposed temporary signage for The Village at Belmont Greene will complement the traditional town design and promote community identity.

The Comprehensive Sign Plan contains the matrix comparing the existing and proposed regulations.

V. COMPREHENSIVE PLAN CONFORMANCE

Belmont Greene is located within the Ashburn Community of the Suburban Policy Area, and governed under the policies outlined in the Revised General Plan. The Countywide Retail Plan policies also apply to The Village Center at Belmont Greene. These policies state that signs for retail centers should be developed as an integral part of the overall center design and that a unified graphic design scheme is strongly encouraged.

The proposed Comprehensive Sign Plan for The Village Center at Belmont Greene supports the goals and policies of the County's Comprehensive Plan by: (i) providing an attractive, coordinated and unified sign plan for the commercial and retail area of Belmont Greene that enhances the traditional town design characteristics; and (ii) promoting safer and efficient movement and direction of vehicular and pedestrian traffic. The Comprehensive Sign Plan Policy criteria for satisfying the public purpose to an equivalent are addressed in the attached Exhibit.

VI. CONCLUSION

The proposed Comprehensive Sign Plan for The Village Center at Belmont Greene will provide for coordinated, unified and integrated signage that complements the traditional town design of Belmont Greene. The modifications are requested under the provisions of the Zoning Ordinance granting design flexibility to the planned development community districts. The proposed alternative design meets the public purposes of the Zoning Ordinance to an equivalent degree and supports the County's Comprehensive Plan policies and goals. The Applicant respectfully requests support of staff and the Planning Commission and the approval by the Board of Supervisors.

**STATEMENT OF JUSTIFICATION EXHIBIT
THE VILLAGE CENTER AT BELMONT GREENE
COMPREHENSIVE SIGN PLAN APPLICATION**

**COMPREHENSIVE SIGN PLAN POLICY – CRITERIA FOR SATISFYING THE
PUBLIC PURPOSE TO AN EQUIVALENT DEGREE**

From the May 19, 1999 Planning Commission Committee of the Whole Meeting Report

Criterion 1: Will the number, location and size of signs proposed adequately help people find what they need without difficulty or confusion: (Are the signs visible to the driving public and located and sized to enable the public to make turns in a timely manner? Identify the criteria used to make this assessment, such as sign industry standards, etc. Is the modification the least amount needed to meet this criteria?)

Response: The intent of the Comprehensive Sign Plan ("CSP") for The Village at Belmont Greene is to accomplish these purposes. The signs will be located to adequately help people find the offices, stores, services and restaurants in The Village at Belmont Greene without difficulty or confusion. Letter sizes and style on the signs are designed to be noticed and read from vehicles to enable the public to make turns in a timely manner. Proposed signage is also designed for the pedestrian and to complement the traditional town design of Belmont Greene.

Criterion 2: Will the proposed signage have an adverse impact on the visual character of an area or provide an overload of graphic messages or displays in the environment of Loudoun County?

Response: The proposed signage will complement the traditional town design character of Belmont Green. The CSP will provide an overall plan for The Village Center at Belmont Greene, which will control the amount and type of signage allowed.

Criterion 3: Does the proposed signage treat similar types of signs consistently?

Response: The proposed signage is unified in design by color, letter type and materials.

Criterion 4: Are the proposed signs subordinate to the structures and land use functions they reference and are they accessory components or an overall composition of architectural elements?

Response: The proposed signs will be subordinate to the buildings and land use functions. Additionally, the CSP will permit signage that is complementary to the traditional town design, such as blade signs and awning signs.

Criterion 5: Does the proposed signage encourage the general attractiveness, historic quality, and unique character of Loudoun County, and protect property values?

Response: The proposed CSP will provide guidelines for attractive signage that will complement the traditional town design character of Belmont Greene.

Criterion 6: Does the proposed signage represent a comprehensive CSP that is coordinated/unified, in terms of design, lighting, materials, colors, landscaping, etc. that reflects unique character of the planned development?

Response: Yes, the purpose of the proposed CSP is to provide coordinated and unified signage that is complementary to the design character of Belmont Greene. The CSP specifies lighting, materials, colors and landscaping

Criterion 7: Does the site have unusual characteristics such as topography, size, configuration and the like which would warrant a modification.

Response: The unique traditional town character of Belmont Greene, as a planned development community warrants zoning modifications for a CSP. The CSP will provide guidelines and specifications for signage in The Village Center at Belmont Greene that are complementary and compatible with the traditional town design of Belmont Greene.

Criterion 8: Is the proposed CSP in conformance with the policies of the County's Comprehensive Plan?

Response: The proposed CSP for The Village Center at Belmont Greene supports the goals and policies of the County's Comprehensive Plan by: (i) providing an attractive, coordinated and unified sign plan for the commercial and retail areas of Belmont Greene that enhances the traditional town design characteristics; and (ii) promoting safer and efficient movement and direction of vehicular and pedestrian traffic.